**00:37**  
David Olsson  
Good morning.

**00:40**  
Jason Kryski  
Get started.

**00:41**  
David Olsson  
How many note takers do we need?

**00:42**  
Jason Kryski  
We don't need that one.

**00:48**  
David Olsson  
Good morning.

**00:50**  
David Olsson  
Good morning. Morning.

**00:51**  
David Olsson  
Henny's.

**00:54**  
David Olsson  
Welcome back.

**00:56**  
David Olsson  
Thank you. It's a miracle.

**01:00**  
Hanif Janmohamed  
Minor miracle.

**01:01**  
David Olsson  
Minor miracle.

**01:02**  
Jason Kryski  
Really.

**01:04**  
David Olsson  
The miracle of storms, it looks like.

**01:07**  
Hanif Janmohamed  
Oh, man, there's a lot of water in there, huh? How are things? How are you?

**01:14**  
David Olsson  
Good, good.

**01:15**  
David Olsson  
Keep me busy. Lots going on. My camera is all cockeyed. I'm gonna leave and go back.

**01:21**  
David Olsson  
Swamp Anif.

**01:33**  
Hanif Janmohamed  
Hey, how you doing, Jason?

**01:38**  
David Olsson  
There we go.

**01:38**  
Jason Kryski  
You're on quite the adventure there in Mexico.

**01:41**  
David Olsson  
Yeah.

**01:41**  
Hanif Janmohamed  
It's crazy, but, you know, I've heard. I heard so many crazy stories at the airport. Ridiculous. I think this is the new normal. It's like you take your chances, you know?

**01:56**  
David Olsson  
Oh, yeah.

**01:58**  
David Olsson  
Well, in terms of taking chances, is it a thumbs up for Mexico?

**02:02**  
Hanif Janmohamed  
Yeah, no, it's a mixed bag.

**02:04**  
David Olsson  
Okay.

**02:05**  
David Olsson  
Yeah.

**02:06**  
Hanif Janmohamed  
You know, that's. Yeah, that's actually more.

**02:09**  
David Olsson  
Yeah, that's really more valuable.

**02:13**  
David Olsson  
Yeah.

**02:17**  
Hanif Janmohamed  
It's an interesting place.

**02:19**  
David Olsson  
The.

**02:19**  
Hanif Janmohamed  
Like, Mexico City, the. This museums and art scene.

**02:24**  
David Olsson  
Holy crap.

**02:26**  
Hanif Janmohamed  
It's just amazing.

**02:27**  
David Olsson  
Cool culture, eh?

**02:29**  
David Olsson  
Oh.

**02:30**  
Hanif Janmohamed  
Every gallery was like, whoa.

**02:32**  
David Olsson  
What, Too much?

**02:35**  
David Olsson  
Too much.

**02:36**  
Hanif Janmohamed  
It's very different than here. Like.

**02:40**  
David Olsson  
Yeah, it's just.

**02:43**  
Hanif Janmohamed  
Yeah. So much good stuff.

**02:45**  
David Olsson  
Crazy cool.

**02:47**  
Hanif Janmohamed  
And it's old. We were, like, at the Museum of Anthropology. I think were there all day, for a long day, and I think we saw 20%.

**03:00**  
David Olsson  
20%, right?

**03:03**  
David Olsson  
Yeah.

**03:04**  
Hanif Janmohamed  
Like 3,000 years of history, you know?

**03:10**  
David Olsson  
Yeah.

**03:10**  
David Olsson  
That's life.

**03:12**  
David Olsson  
Yeah.

**03:14**  
David Olsson  
Well, you know, I live in Kelowna.

**03:15**  
David Olsson  
And there's absolutely none of that going on.

**03:17**  
David Olsson  
We have a.

**03:18**  
David Olsson  
A military museum downtown that I've never been to. I've been in the 40. It actually has traveling exhibits in the front that aren't military, they're just kind of cultural.

**03:29**  
David Olsson  
But.

**03:30**  
David Olsson  
Yeah. To be able to walk down the street, like, what the hell is this?

**03:33**  
David Olsson  
I know.

**03:35**  
Hanif Janmohamed  
Well, I saw a call for artists, something in Kelowna.

**03:41**  
David Olsson  
Oh, yeah.

**03:41**  
Hanif Janmohamed  
I'll send it to you. Maybe we can do something.

**03:44**  
David Olsson  
Oh, yeah.

**03:44**  
David Olsson  
Cool. There.

**03:45**  
David Olsson  
Yeah. Yeah. There is a scene here and there.

**03:47**  
David Olsson  
Are some interesting things that go on, but it's pretty small compared to the population. So some. Some places are different that way, but not this one.

**03:58**  
Hanif Janmohamed  
Well, I missed a whole bunch of these sessions.

**04:00**  
David Olsson  
Good to be back.

**04:01**  
David Olsson  
It's good.

**04:02**  
David Olsson  
We've got some more people have joined us. Miles, I don't know if you've met.

**04:05**  
Hanif Janmohamed  
No. Hi, Miles.

**04:07**  
David Olsson  
Hi.

**04:08**  
David Olsson  
And then there's a few other people that Jason's invited, and then Jen from our team is going to join us next week. She's in Ontario with her family. And so there's been a few more. Few more than that.

**04:21**  
David Olsson  
So it's been interesting in terms of the conversation, but we. We pull it back to how things.

**04:25**  
David Olsson  
Impact us and talk about it. And James introduced the. The idea process and we'll follow that today.

**04:32**  
David Olsson  
Hopefully he'll be able to join us. But he is a father and he is working, so those two things are tough. How about your father?

**04:41**  
David Olsson  
James is on vacation.

**04:42**  
Hanif Janmohamed  
It's what he said.

**04:44**  
David Olsson  
All right, this week.

**04:45**  
David Olsson  
There you go.

**04:50**  
David Olsson  
And so that's a thing happening in August.

**04:53**  
David Olsson  
I go to Victoria next weekend.

**04:58**  
David Olsson  
But.

**04:58**  
David Olsson  
I'll be around for Wednesday.

**04:59**  
Jason Kryski  
Good morning, grandma.

**05:02**  
David Olsson  
My daughter is going to the same university I went to.

**05:06**  
David Olsson  
Oh, wow.

**05:09**  
Hanif Janmohamed  
Ditto. A ditto situation.

**05:11**  
David Olsson  
Yeah.

**05:11**  
Jason Kryski  
30 years later.

**05:15**  
David Olsson  
So that's. So university is still relevant.

**05:18**  
David Olsson  
30 years later.

**05:20**  
David Olsson  
I still. The same stuff. I was up at UBCO yesterday and doing some interesting conversations.

**05:27**  
David Olsson  
It was actually in a lab where they do all kinds of research and they're doing glasses and AR kind of research and they showed me some interesting things.

**05:44**  
David Olsson  
I can't even remember where I was.

**05:45**  
David Olsson  
Going to go with that. So I'm gonna hand off.

**05:54**  
David Olsson  
But Hanif, I think we've got quorum enough and we can push ourselves up.

**05:58**  
David Olsson  
Five minutes because as you've said, you're more online with the agenda than I am and.

**06:03**  
David Olsson  
Okay.

**06:04**  
David Olsson  
And you want to give us some sense of.

**06:07**  
David Olsson  
Of you've already afforded the project. I've been a part of it for quite a long time and the room.

**06:11**  
David Olsson  
Part of it has been part of.

**06:13**  
David Olsson  
Part of it, but the rest haven't.

**06:14**  
David Olsson  
So if you just kind of want to level set and move on.

**06:17**  
David Olsson  
Sure.

**06:17**  
Hanif Janmohamed  
Well, I have a little slideshow I can walk through. And if you do, I need permission to do that.

**06:26**  
David Olsson  
I don't think so. You hit buttons. The computer with the up arrow button.

**06:34**  
David Olsson  
I believe I'll look at things as they occur.

**06:41**  
David Olsson  
Yeah.

**06:41**  
David Olsson  
Morning, Spencer.

**06:42**  
Hanif Janmohamed  
Of course I have too many windows taking a minute here.

**06:46**  
David Olsson  
Yeah.

**06:47**  
David Olsson  
That's what I got distracted by, unfortunately. I'm like, shouldn't keep that open.

**06:56**  
David Olsson  
Lots on the go.

**06:58**  
David Olsson  
But.

**07:00**  
David Olsson  
Oh yeah, the university is relevant.

**07:02**  
David Olsson  
In the way that they do research. That was what I was going to get at. We can seem to get money for that.

**07:11**  
Hanif Janmohamed  
Yeah. I took Arif to the airport on Friday. He's gone to Amsterdam to go to Delft. So. Pretty times, man.

**07:24**  
David Olsson  
That's right.

**07:24**  
Fulvio Ciano  
You're.

**07:26**  
David Olsson  
Your son's halfway around the world. Mine's just across the Province.

**07:32**  
David Olsson  
Halfway. Yeah.

**07:35**  
Hanif Janmohamed  
Okay, here's this.

**07:40**  
David Olsson  
There we go. Okay.

**07:44**  
Hanif Janmohamed  
I can do this, right? All right. So stone maps, just to show you guys, it's basically a little stone pebble that we have figured out how to imprint with maps of anywhere. And it kind of works like this. There's a little NFC at the bottom of the thing and the map up front.

**08:19**  
David Olsson  
And if this works, the maps are highly detailed.

**08:24**  
Hanif Janmohamed  
Yeah, super detailed.

**08:26**  
David Olsson  
You can, you can find yourself.

**08:31**  
David Olsson  
Yeah.

**08:35**  
Hanif Janmohamed  
And so they connect to smartphone and then you're off to the races on the platform. So let me just walk through this little presentation. So basically we can imprint maps on any kind of stone. We use this immersion printing, hydrographic printing to get it on. It's pigment based and then there's a clear coat. So they're very durable. We've created a composer, a browser based composer interface which allows you to work with a bunch of map styles. I could show you that if you guys want. And basically you compose the stone and then you can to send off the order. We embed a NTAG 424 DNA, which is a product authenticating chip. So and we also put in these three words, so if you don't have a NFC reader on your phone, you can do it manually.

**09:42**  
Hanif Janmohamed  
And we see this as the opportunity is to create a conversational AI agent whom we did a little prototype.

**09:51**  
David Olsson  
So.

**09:51**  
Hanif Janmohamed  
You can get into a relational conversation with the stone and the stone becomes what we call a planetary emissary. There's a couple of ways to create a network. One is through the sharing of a stone, so that connects people. That's a more serendipitous network. We call it an affinity network. And the second kind is two stones connecting one phone or two devices in one location. So you can create kind of expanding networks of your stone or pairing through pairing. So what we see is a kind of opportunity between the physical and virtual engagement to create an interconnected distributed intelligence with the AI to really get us more grounded into an understanding of the shared space that we have, the planet. So a more eco conscious engagement with the virtual world.

**11:02**  
Hanif Janmohamed  
So yeah, our vision is a novel, intentional networks of decentralized eco conscious change makers. One of the things we did in our research papers was look at said network formation. And one of the things that was kind of interesting was the idea of weak ties, which is a term created by one of the researchers. And it relates to, you know, how, to how innovation moves in and out of siloed networks. And so we felt this was one kind of good way for us to look at network formation. So that's a key piece for us and we've applied to create a BC for funding for pilots. And what we see with that is 144 stones distributed in Vancouver or B.C. Circulating in kind of diverse communities. And that's our learning experience.

**12:04**  
Hanif Janmohamed  
And the ask here is to try to put together a collective jam for building this infrastructure structure for the circulation of the maps for the stones. There's an AI tech stack to build a platform and a scalable framework for the emergent AI. We did some proof of concepts of.

**12:24**  
Jason Kryski  
These.

**12:26**  
Hanif Janmohamed  
And our big vision is to harness AI to create a relational and rewarding human exchange that takes us out of social media and brings us into a more engaged dialogue, which we think is missing. And we also see learning from the pilot, how it works, what works, what doesn't, and growing from there to create a big, you know, more a larger crowdfunded initiative. And our big picture vision is that we do a bit of enlightened capitalism here and from the revenues of the project we fund eco conscious network initiatives and we also support a foundation for good works for the planet. So that's our picture. And we've applied for funding from Canada Council and Creative bc. We should know sometime in September. So that's kind of where we're at.

**13:37**  
David Olsson  
Cool.

**13:38**  
Hanif Janmohamed  
I can show you if you like, I can show you the composer that we built. So this is a pretty simple interface. It allows you to pick through any kind of map that we have a bunch of styles for and searchable. And basically you can compose the stone that you want and then you save it. And then there's a workflow that creates a print file that we then print on some PVA film and then that goes through the whole hydrographic process.

**14:30**  
David Olsson  
So it's pretty straightforward on your side. From this side you produce a certain.

**14:38**  
David Olsson  
Kind of file format. Or is it just a print file?

**14:41**  
Hanif Janmohamed  
Like it's just a print file.

**14:43**  
David Olsson  
Okay.

**14:44**  
Hanif Janmohamed  
It's a high res print file and we're actually using, we're using Mapbox is our driver and yeah, so far it's worked really well.

**14:55**  
David Olsson  
Oh man. Yeah, yeah.

**14:58**  
Fulvio Ciano  
You got.

**14:59**  
David Olsson  
All the different styles that you got over top of it are really cool. And that adds that texture to it.

**15:03**  
Hanif Janmohamed  
Yeah. And when we did our first round of this, we found a lot of people were interested in the map styles themselves and there's a whole community of map makers and you know, stylers and so we can support a kind of a crowdsourced map Library.

**15:25**  
David Olsson  
So when Hanif and I have been talking about, there's been some interesting ways.

**15:30**  
David Olsson  
Of phrasing it so that it's approachable for us.

**15:33**  
David Olsson  
It's Cat Rocks 2.0, 10.0. Right. Or whatever the N is. It's N. N.0.

**15:41**  
David Olsson  
Yeah.

**15:44**  
David Olsson  
But it is meant to be that talisman like thing. That's the other word that you've used.

**15:48**  
David Olsson  
Yeah, yeah.

**15:53**  
David Olsson  
I think it's a very cool project. I'm curious about the substrate.

**15:57**  
David Olsson  
Does the type of rock matter when you're doing the etching onto it?

**16:02**  
Hanif Janmohamed  
Yeah, it kind of does, but not. Not terribly. What we found is that there's certain kinds of rocks that are, you know, smoother and they need to be. They need to have a certain shape because the process is you're basically dipping them through film in water and so you don't want air to get trapped. So they have to have a kind of curved shape. But other than that.

**16:31**  
David Olsson  
And is there a dimension? I mean, I can imagine these are things you'd want to put in your pockets. Yeah, but if I wanted to have something on the front of like say in my lawn or something, somebody walking around.

**16:42**  
Hanif Janmohamed  
Yes, super cool. So actually that was part of our research as well. We did some very big stones and yeah, it's. Oh, basically the size of the tank that will limit, you know, and stones get heavy. But yeah, we looked at that and there's some pretty cool possibilities also with the underlying paint. So photosensitive paints, thermal paints, etc, could be an interesting way to augment the certain landscaping.

**17:19**  
Spencer MacBeth  
I think it's a super cool project and it reminds me a bit of geocaching. I don't know if you guys. Yeah, it reminds me a bit of geocaching and that was like my first thought. And then like, I don't know, maybe this is too like digital for this, this type of project. But it also just had me thinking about like online games and you know, like maybe some sort of Pokemon. Yeah, like some sort of thing where the NFT and an online game and like the, you know, could. Could have a relationship with this project as well.

**17:56**  
David Olsson  
Sure.

**17:56**  
Spencer MacBeth  
But maybe that's too online for the stones, but.

**18:00**  
Hanif Janmohamed  
Well, no, I think there's a lot about what. Basically what we found is there's so many possibilities. Like the whole game side of it and playing game theory is super interesting. There's. I know there was one sequence where we did was like, okay, try to get it somewhere. Try to get the stone over, you know, get it Into Fort Knox, that kind of thing, and give it a destination. So one scenario we came up with was 100 stones in each of 100 cities trying to get to the other city. So this kind of cross pollination and, you know, serendipitous. It might make it might not.

**18:40**  
David Olsson  
Yeah.

**18:41**  
Hanif Janmohamed  
Those kind of games are super interesting.

**18:44**  
David Olsson  
Yeah. Very cool project, though. Thank you.

**18:49**  
David Olsson  
One of the things that Nev and.

**18:50**  
David Olsson  
I have been talking about is how. So there are lots of game possibilities, especially with a simple device that can have many mechanics. It was evolutionary rules along those lines and how to institute a pathway of increasing capabilities that either the network itself does or the stone does. And after doing some work and research and whatever, I returned to Conway's Game of Life again, because it provides like, one of the best sort of analyses on the evolution of complex systems.

**19:27**  
David Olsson  
Right.

**19:28**  
David Olsson  
Very, very broken down into four. You could just say four rules.

**19:31**  
David Olsson  
Four rules.

**19:32**  
Hanif Janmohamed  
Yeah. And I think the simple rules that combine. Super, super interesting.

**19:38**  
David Olsson  
Yeah.

**19:38**  
David Olsson  
And so that was it. They combine.

**19:40**  
David Olsson  
They combine on top of each other. And you have this notion of network. And the idea of network is so fabulously wild.

**19:48**  
David Olsson  
Yeah. Yeah.

**19:50**  
David Olsson  
But I also like the fact that.

**19:51**  
David Olsson  
You have three layers going on. You have this technology of. That is the rock itself. You've got this way of making it modal in terms of its digital nature. Then you're using the LLMs to provide this theory of human interaction. Yeah. You have a series of big suppositions that you want to put out there as models to test.

**20:13**  
David Olsson  
Yeah.

**20:13**  
David Olsson  
And I think that's a really good stack. It allows you to break things down to different audiences.

**20:21**  
Hanif Janmohamed  
Yeah. And I think that, you know, that's kind of our hope with the pilot is to try to understand some of these, because there's a lot of supposition here. And, you know, when we did our design Sprints in California, most of a lot of people were like, I'm not giving this away.

**20:39**  
David Olsson  
You know, so much for the network, right?

**20:43**  
Hanif Janmohamed  
Yeah, so much for the network like this in my pocket. So, you know, we have to get it into the world to do some. Some real world testing and.

**20:52**  
David Olsson  
Yeah, I love that. I love that part.

**20:55**  
Fulvio Ciano  
It's. I mean, listen, the space I know a little more about than the others is the game space. Right.

**21:01**  
David Olsson  
Cool. Yeah.

**21:02**  
Hanif Janmohamed  
Yes.

**21:02**  
David Olsson  
Yeah.

**21:03**  
Fulvio Ciano  
You know, having. Having done what I did for 25 years. And I know the guys because I worked with them on a project, you know, worked on the Age of Empires for Microsoft.

**21:14**  
David Olsson  
Right.

**21:15**  
Fulvio Ciano  
So some of those guys went off to do Skylanders if you know what that is. Skylanders is.

**21:20**  
David Olsson  
No.

**21:21**  
Fulvio Ciano  
So Skylanders is a Wii product primarily where you have, you. When you buy the game, you get miniatures with it.

**21:32**  
Hanif Janmohamed  
Okay.

**21:33**  
Fulvio Ciano  
And the miniatures have NFC on the bottom of them. I mean, kids don't know that, right? But they do.

**21:39**  
Jason Kryski  
They have like.

**21:39**  
Fulvio Ciano  
And it comes, the game literally comes with, I think, the smallest you can buy it is like, you can buy the smallest, like, package.

**21:47**  
David Olsson  
Right.

**21:48**  
Fulvio Ciano  
Is you can buy like, the game for the Wii, which comes with a stand you plug into the Wii and then a miniature and you never need to buy a stand again.

**21:56**  
David Olsson  
Right.

**21:57**  
Fulvio Ciano  
Because the stand is like just a very simple NFC reader. Nowadays you don't even need that because your phone can do it. You can link your Wii to your.

**22:06**  
David Olsson  
Phone and so forth.

**22:07**  
Fulvio Ciano  
And I will. Skylanders did very well in its first four or five years. Extremely well. Outright sales. Right. Outright sales of the game. But then miniatures. Right.

**22:20**  
David Olsson  
Yeah.

**22:20**  
Fulvio Ciano  
The little collecting is a thing and kids love collecting.

**22:25**  
David Olsson  
Yeah. And.

**22:25**  
Fulvio Ciano  
And my kid did it too.

**22:27**  
David Olsson  
Right.

**22:27**  
Fulvio Ciano  
We had the shelf with the, with his legion of Skylanders. So I, I know that space really well and I was looking at, you know, the rocks and. And unfortunately, I, I often will run to like a gamified type of, you know, thing about it. I think of. I think of rocks as being less characters in more places, which is why I like what you've done with maps.

**22:53**  
David Olsson  
Right, right.

**22:54**  
Fulvio Ciano  
You found the rocket at the particular place. In fact, I have this weird habit myself.

**23:00**  
Hanif Janmohamed  
I've got over there rocks.

**23:02**  
Fulvio Ciano  
Well, I do. I have, I have a. I have a little stand over there with a bunch of rocks. One I want to. Collected in Rome off the photo. Romano.

**23:10**  
David Olsson  
Yeah.

**23:10**  
Fulvio Ciano  
You're not supposed to, of course. Right.

**23:13**  
Hanif Janmohamed  
Somebody got arrested for that.

**23:15**  
Fulvio Ciano  
Yeah. I've got a little piece of Hadrian's Wall.

**23:17**  
David Olsson  
Right.

**23:18**  
Fulvio Ciano  
It's very, it's very Roman Empire related. My addiction, by the way. Can't imagine why, but it would be interesting to use those rocks around rather than like characters, but rather a game environment.

**23:33**  
Hanif Janmohamed  
Yeah, no, I, I think the play.

**23:36**  
Fulvio Ciano  
Whatever the game is at that location. Something like that.

**23:40**  
David Olsson  
Yeah.

**23:40**  
Hanif Janmohamed  
And I think the whole game scenario is super interesting and we did look at it as a, you know, for a while. I think the scenario we liked the best was, you know, the planet is the game board and these are the tokens.

**23:58**  
Fulvio Ciano  
Right, exactly.

**23:59**  
Hanif Janmohamed  
You play it in terms of a geolocated kind of game.

**24:03**  
David Olsson  
Yeah.

**24:05**  
Fulvio Ciano  
And I know there's huge interest in this depending on how you wanted to do it. You know, because like I like again, the original. My little company that I had when I was 19 got sold and became part of Blizzard Entertainment, which is a huge impact. And I've worked for them a lot.

**24:23**  
David Olsson  
Okay.

**24:24**  
Fulvio Ciano  
And in fact, as little as four or five years ago, I was down consulting with them on how to bring some of their gaming concepts into the nft. Into the NFT space. Not NFC space. NFT space.

**24:36**  
David Olsson  
Yeah.

**24:37**  
Fulvio Ciano  
And it crossed over exactly. To this.

**24:39**  
David Olsson  
Right.

**24:39**  
Fulvio Ciano  
Because you can itemize things.

**24:41**  
Hanif Janmohamed  
Yeah.

**24:42**  
Fulvio Ciano  
The way you can with nfcs.

**24:44**  
David Olsson  
Yeah.

**24:44**  
David Olsson  
So there's.

**24:45**  
Fulvio Ciano  
There's definitely some interesting. Yeah, some interesting potential there for sure.

**24:50**  
Hanif Janmohamed  
And I think, you know, playing that whole game side of, the playful side of it's really important.

**24:58**  
Fulvio Ciano  
But I think the other thing I like about it is that the idea that. And this is something I've been toying with, not really related to this, but I can also see this is like AI Personas. Yeah, we'll call them Personas or agents.

**25:14**  
David Olsson  
Right.

**25:15**  
Fulvio Ciano  
Being tied to an object. Right. Which I think is what you're doing here.

**25:18**  
David Olsson  
Right. Yeah.

**25:19**  
Hanif Janmohamed  
You know, when we came up with this concept of a planetary emissary, that was the idea is that each one is its own kind of entity and it has its own obsessions and its own kind of personality. And you know, the premise was that they actually just want to be traveling, you know, so they don't like to hang around with us too long and pretty soon they'll want to go somewhere else, be with somebody else, explore.

**25:47**  
Fulvio Ciano  
That's interesting.

**25:47**  
David Olsson  
Interesting.

**25:48**  
Hanif Janmohamed  
Yeah.

**25:48**  
David Olsson  
Anyway, very cool. Thank you.

**25:51**  
David Olsson  
Is there any idea of building that.

**25:53**  
David Olsson  
Persona based on the location you etch the rock in from?

**25:57**  
Hanif Janmohamed  
Oh, that's. That's an interesting thought. I hadn't gone there, but, you know, when we did our first kind of proof with the AI Persona, we kind of created a bit of a parameter matrix. So there's a whole bunch of variables I think it'd be interesting to bring. You know, we tried, for example, we did one that speaks in pidgin English and it's pretty cool conversations. But you know, I think it could. You maybe could have some geo related personality.

**26:33**  
David Olsson  
If I get a. If I get a rock from Africa, then I can sort of learn some of its culture even though I'm not there.

**26:39**  
David Olsson  
Yeah, yeah. Be very cool.

**26:43**  
Spencer MacBeth  
We should maybe talk eventually.

**26:45**  
David Olsson  
I'm.

**26:45**  
Spencer MacBeth  
One of the things Graham and I are working on is. And I actually just sent him a slack message. Oh, we should give this rocks a voice with our API. But we've Got an API that we're building for voice. Yeah, well, it's for.

**26:58**  
Jason Kryski  
It's not for.

**26:59**  
Spencer MacBeth  
It's for text right now, but it's for giving Personas for conversation and, like, context engineering for those conversations and everything over time. So that crossed my mind.

**27:09**  
David Olsson  
Yeah.

**27:10**  
Hanif Janmohamed  
Yeah. No, I think it would be super cool. Have these little dials and you. You kind of tweak the personality of each one.

**27:16**  
David Olsson  
Yeah.

**27:17**  
Hanif Janmohamed  
And maybe it learns from interaction with the first person that you know.

**27:22**  
David Olsson  
Yeah.

**27:26**  
Hanif Janmohamed  
Indeed. So part of my going to Mexico was to work with a fabricator because we lost our fabrication facility and we did do some little proofs, and they were pretty cool Working with this guy, you know, with Google Translate.

**27:48**  
David Olsson  
No way.

**27:51**  
David Olsson  
What you want.

**27:52**  
David Olsson  
Yeah.

**27:53**  
Hanif Janmohamed  
And so. Yeah, because I, you know, I realized that for. For the pilot, just to get us going, you know, going back to rebuilding a whole infrastructure to produce this is too onerous and long. So working with the fabricator down there might be a good option for us to get us up and running quickly.

**28:15**  
David Olsson  
Well, you have a map on it too, so by now.

**28:17**  
Hanif Janmohamed  
Yeah. And, you know, I think getting out there is more important than.

**28:22**  
David Olsson  
Yeah.

**28:22**  
Hanif Janmohamed  
Getting it right.

**28:23**  
David Olsson  
That's why. Yes.

**28:25**  
David Olsson  
Suggesting getting buckets going, whatever it was to start dipping is worth reference, but. Yeah, to get them out there because of what you're hearing in the room, I think is.

**28:37**  
David Olsson  
Is the potential and the ideas, and that's what it can collect.

**28:41**  
David Olsson  
Yeah. Yeah.

**28:42**  
Hanif Janmohamed  
And I think learning, you know, opening it up as a learning thing is, I think, an interesting way to what can this be?

**28:51**  
David Olsson  
And so what's your next achievement that you're working on?

**28:56**  
Hanif Janmohamed  
Well, so we hope these grants will mature sometime in September. That would give us some running room. The other thing I've been looking at is the idea of crowdsourcing and crowdfunding and initial run. So maybe we put it out as a limited production and raise funding that way. Somebody mentioned something called front funder, which is a Canadian kind of crowd funding, so look into that. But essentially, I think we're trying to see what's the shortest path to get a pilot underway. What is the minimum stack we have to build to support, you know, 100 and 200 stones so that we can actually start to get feedback and understanding and see where things go. And from there, put together a more serious crowdfunding campaign, if that's the way to go, or find, you know, partners or whatever.

**30:05**  
David Olsson  
Cool.

**30:06**  
David Olsson  
Yeah. Yeah.

**30:07**  
David Olsson  
I've been part of conversations with Hanif for a while.

**30:10**  
David Olsson  
Yeah.

**30:11**  
David Olsson  
But not for the last little while.

**30:13**  
David Olsson  
True.

**30:16**  
David Olsson  
And so it's good to get up to date.

**30:18**  
David Olsson  
Yeah. Cool.

**30:19**  
David Olsson  
Anything else? Anyone?

**30:23**  
David Olsson  
Well, cool.

**30:24**  
David Olsson  
Thank you, Hanif.

**30:24**  
David Olsson  
That's. Sure, that's awesome. And even got everything you've got the.

**30:30**  
David Olsson  
Bones to be able to present to peers. Obviously you've been doing stuff for grant applications and marketing materials.

**30:37**  
Jason Kryski  
Cool.

**30:37**  
David Olsson  
And it looks like you're getting jiggy.

**30:39**  
David Olsson  
With AI now too.

**30:40**  
Hanif Janmohamed  
Yeah, it's been fun to kick the tires and poke around. Not like you guys, but you know, it was good. It was good. I. Oh, the conversational piece was good. We had fun making that. It all looks like it's doable. And I also looked at the Google's AI for startups perfect program and I think that may be an interesting opportunity as well to get up and running with their tech stack quickly.

**31:12**  
David Olsson  
Well, I wanted to share this.

**31:14**  
David Olsson  
I will share it broadly, but it's a harvested set of principles.

**31:19**  
David Olsson  
But I want to share it in the context of what you're doing, Hanif.

**31:22**  
Hanif Janmohamed  
Cool.

**31:22**  
David Olsson  
Yeah, it uses a lot of the words and things that you're talking about. So map before you make. Well, heck, you're making maps, but this is a set of principles for working.

**31:35**  
David Olsson  
With AI right now from programming. It started there and it's surfacing as a really good set of values just to be able to understand how to pathfinder things. You're doing that you're demonstrating, you're not decorating map before you make. You're trying to do that. You're building the process of mapmaking into your process and recognizing the next step.

**31:53**  
David Olsson  
Requires that one thing that we're doing.

**31:55**  
David Olsson  
And we're learning how to do more effectively is to drive through documentation instead of adding documentation, be something that's driven through the experience and calling it a runbook and meaning that things are running with you while you're doing it and the goal is to have it be ahead of you.

**32:14**  
David Olsson  
Orchestrating by themes. That's currently kind of how we problem solve, I think.

**32:18**  
David Olsson  
But to be able to do that in a systematic way instead of having a single point of light, you're proceeding.

**32:25**  
David Olsson  
With and feedback the whole way, not an uncommon one, but even in development process right now what I can reflect.

**32:34**  
David Olsson  
On is that if you've got a.

**32:36**  
David Olsson  
Decent practice and it's set up well.

**32:38**  
David Olsson  
And your docs are in good place, then your app will build interstitial apps and proofs of part of the technology as you're working and so you get the feedback not at the final result.

**32:52**  
David Olsson  
And more than anything else, you've got.

**32:54**  
David Olsson  
To get your stones out there. And that's the part that I'm having difficulty with, and my company is having some difficulty with. And to do that is to start at some level of interoperability. And so you bring up tech, and so reducing the tech to zero is your goal. And so because you're dealing with a social network, you can absolutely do that.

**33:15**  
David Olsson  
And so building it up from zero.

**33:16**  
David Olsson  
Meaning whatever anyone else offers is a great opportunity, but that's really where we are. Like anything that we're doing. Reflect again, on the development side of things. Anything that we're doing, it should be.

**33:30**  
David Olsson  
Not for the purpose of what we're.

**33:31**  
David Olsson  
Building right now, it should be. Should be for the purpose of building.

**33:35**  
Jason Kryski  
More of what we're building.

**33:37**  
David Olsson  
And I'll leave it at the MCP being a valuable piece of innovation that allows us to work with LLMs distinctly differently. And I've integrated the Fireflies MCP and a Fireflies MCP in with Claude, and.

**33:53**  
David Olsson  
It allows me to now just summarize.

**33:55**  
David Olsson  
And talk to specific transcripts instead of having to do all of the work previously on the other side, which is create rules, create software, bring it in, do all the share it. So by creating an mcp, you enable a lot more technology moving down the road than you would by just solving the problem for your immediate needs. So when you're looking at things beyond just your baseline and how to get adoptability, it's like, okay, how do we extend that? How do I make things most relevant? And for worksona, it's been by working at the level of metadata and being lightweight enough to be interoperable with almost everything out there, to the point we can do that with other agentic systems.

**34:36**  
David Olsson  
So these principles are kind of cool. They're not, of course, mine, they're collected. But they surfaced in my work, my.

**34:43**  
David Olsson  
Handwritten work, meaning I've been working with them and the patterns were there, and it came up with them when I summarized them. And.

**34:50**  
David Olsson  
And so it was kind of neat.

**34:52**  
David Olsson  
To see that they do apply across a whole lot of different things.

**34:56**  
David Olsson  
And I built that after doing some writing. And then immediately I was thinking of.

**35:03**  
David Olsson  
Conway for whatever reason, right? And I kept going with that. And basically, if you step back from the actual four rules and how they work on a grid, it is about complex systems and threshold dynamics for making decisions. Neighborhood, your influence. This room is super important, right? It's a localized effect that you can count on critical masses of something. You want to get certain number of things out there, they have to be out there, otherwise you have nothing to move on.

**35:33**  
David Olsson  
And then the notion of discrete evolution, change occurs in synchronized, observable steps rather than continuously.

**35:41**  
David Olsson  
And that means there's epics that occur.

**35:45**  
David Olsson  
And so you can just say that.

**35:46**  
David Olsson  
Those are stages in your development of your thinking around your project. They're artificial at some point, but they do. You look backwards on them, they will be there. And that is why I want to look at the transcripts.

**36:01**  
David Olsson  
So I'll leave it at that, but I'll share those things later. But yeah, the transcripts are a great.

**36:08**  
David Olsson  
Way of uncovering the patterns that are nascent in how you operate. And if you have a few people dynamically working together, they're interwoven and you guys are jamming and hopefully you don't have to be obsessed observant of them, but they're there and they're useful. And. And if you do anything for a period of time, and that's what this kind of pattern suggests, you do something for a period of time, then you will surface things that will be of greater benefit than the single thing that you're doing. That's the Conway model.

**36:41**  
Hanif Janmohamed  
Right.

**36:42**  
David Olsson  
And so you do something every week.

**36:45**  
David Olsson  
Like we did, we met every week. It serves some purpose. And what it surfaced, you know, was a purpose that was underneath things then, which you'll actually say to me, and I can say to you, it will be. It did something in terms of setting the stage psychologically for you to make a decision.

**37:04**  
Hanif Janmohamed  
Yeah, this is super interesting. You know, one of the things that I imagine as a latent, you know, kind of emergent principle is if you do have stones and people in conversation and connections and so on, then there's a whole pool of understanding, you know, meta level understanding. This is kind of what you're talking about, is, you know, exposing those patterns and creating connections that you may not have seen and that kind of stuff. That's super interesting. That's like the embedding in the social fabric. That's super interesting to me.

**37:40**  
David Olsson  
Yeah, well, I read something that I wrote and I wrote it down on piece of paper that was transcribed and.

**37:46**  
David Olsson  
Written and put into something else.

**37:48**  
David Olsson  
And it was very much.

**37:51**  
David Olsson  
Around the lines of observing oneself and being able to step back from it and really being able to do that over time and not being able to do it yourself very well and being.

**38:04**  
David Olsson  
Able to see it. So it's. You have patterns underneath what you surface.

**38:10**  
David Olsson  
As your artifacts and they're there as traces. And it's really quite neat.

**38:16**  
Graham Fawcett  
So what's the Goal, David, is it to define first principles that then inform your thinking as you move forward?

**38:23**  
David Olsson  
How about if you're more aware of.

**38:25**  
David Olsson  
What'S going on, you can really lead it? And you can also understand your fallibility in terms of the connections between you and yourself. So the ability to understand how people are interacting is a big one.

**38:41**  
David Olsson  
And what I recognized through also the work was this really simple thing is.

**38:45**  
David Olsson  
Like by studying the transcripts, recognize that the transcripts are the most valuable thing that a company can do. And we're not doing anything with them because this is a company now. This is how a company functions.

**39:01**  
David Olsson  
Now.

**39:03**  
Graham Fawcett  
There'S, I think it's Ray Dalio in his book Principles talking about how they leverage every single conversation, they record every single conversation that anyone's ever had within the company. And they use that explicitly for training purposes. And they also use it explicitly to basically give people immediate feedback about how their performance is going, like in as near real time as possible. And it's like one of the drivers for them creating like an excellent company.

**39:37**  
David Olsson  
No, then that's, I think that's, I.

**39:39**  
David Olsson  
Think a good model. And that's why I think that, you know, lead with documentation. Thing is you can lead like as you exit a room, everything is documented, actioned on. You know, it's not like, okay, let's go home and do our homework and then do all the crappy things that we need to do to then be able to report on that stuff.

**39:57**  
David Olsson  
It's like, how do we set it up to.

**39:59**  
David Olsson  
So it's an MC peak.

**40:00**  
David Olsson  
How do we set it up so.

**40:02**  
David Olsson  
That when we leave the room, things move forward? And that's kind of why having now 52 of these or more is a.

**40:10**  
David Olsson  
Great, interesting thing, because we discuss this ourselves and the technology and how it's hitting us. And that's been an evolution, man. We have no choice but to keep up with it. So it's a really neat thing. And this is been something people have been willfully doing.

**40:28**  
Graham Fawcett  
What do you, what are you doing for your mcp? Like, what have you implemented?

**40:34**  
David Olsson  
Protocol.

**40:35**  
David Olsson  
Yeah, so there's like tons and tons of them out there, and that's big security risk.

**40:38**  
David Olsson  
And that's what I realized as soon.

**40:39**  
David Olsson  
As I did it.

**40:40**  
David Olsson  
I'm like, okay, look at it and then have to actually make it mine.

**40:43**  
David Olsson  
But what it is it's just.

**40:45**  
David Olsson  
Enabling the certain parts of the API to be understood at the LLM level or the agent level of the LLM.

**40:56**  
David Olsson  
And so it's like, if I say I want the last meeting highlights, it doesn't ask me what meeting, anything. It kicks open a window and now.

**41:09**  
David Olsson  
It'S using an mcp, the Fireflies mcp, looking to see if it can apply itself.

**41:14**  
David Olsson  
So that's a. That's a fundamentally different way than saying, okay, I know what we need to.

**41:18**  
David Olsson  
Do and we're going to make the call.

**41:22**  
David Olsson  
Because you have to then have all the rules set up to say, when.

**41:24**  
David Olsson  
Do you make the call?

**41:26**  
David Olsson  
These are this. And that's what building agents is all about, man. So you've got two ways of doing it. You have this cascading set of rules.

**41:34**  
David Olsson  
That have policies of the yin yang and you can be dynamic and all.

**41:37**  
David Olsson  
The other things, or you can integrate with the LLM and then you can.

**41:40**  
David Olsson  
Train the LLM or have one overarching agent that sits there and then tools the hell of itself. Yeah, so that's the.

**41:47**  
David Olsson  
That's the thing with the MCP is.

**41:48**  
David Olsson  
It provides you this Runway of elegant.

**41:50**  
David Olsson  
Opportunities that you have to invest innovation to recognize. But that's.

**41:57**  
David Olsson  
That's where I think there's an interesting thing like, yeah, like being able to study yourself implicitly afterwards. Like, the sales platforms now are not laggard in any way.

**42:14**  
David Olsson  
If you're paying for the.

**42:16**  
David Olsson  
The sales platforms right now. They're leading the conversation.

**42:23**  
David Olsson  
Right.

**42:23**  
David Olsson  
If you plug into Salesforce and you're.

**42:25**  
David Olsson  
Using Clue, hopefully, and I hope they are, man, I don't know. They're tanking. I hope it is the case that they are having agents that are way ahead of the conversation. They're doing everything in real time, just like you know, considering here, like, it's just.

**42:43**  
David Olsson  
But for us at least going backwards.

**42:46**  
David Olsson  
And saying, okay, five people in the.

**42:48**  
David Olsson  
Room, that was a great meeting. Or, you know, most of us are trying to get to the end of the meeting. So, you know, sometimes it's a full.

**42:55**  
David Olsson  
Flip and just recognizing if we do a really good job of after meeting and before meeting, then we'll enjoy our meeting better. But right now it's a mix of that. It's a mix of listening to somebody like me talk and waiting to talk. Or what I've asked for in my meetings is the. Is the patients to let me talk because it's for the benefit of the transcript and people recognizing that's a modality in a room sometimes. But getting different value out of the.

**43:25**  
David Olsson  
Meeting means you have to put in.

**43:27**  
David Olsson  
The work to figure out what value is in the.

**43:31**  
Jason Kryski  
This thing that I kind of run into a lot in meetings with people or like this kind of concept, that one of the challenges with communication is the illusion that it has taken place. So you can be in a meeting, everyone's talking, everyone leaves with, like, some different thing that they think occurred from that meeting based on, you know, their own states, you know, everything that they were bringing to that conversation. And that's a real problem from a productivity and alignment perspective.

**44:09**  
David Olsson  
Right?

**44:09**  
Jason Kryski  
Because now you got maybe three people leaving, going in three different directions to see what they actually agree to. So that's why I'm getting this very specific summarize. What have we decided that we're going to do? What are our moments of time, you know, like trying to force alignment. And I wonder how a tool like this can identify what. When individuals are out of alignment, you know, and. Because then that needs to precipitate more discussion. So it's like you almost like talk until it's like, yes, you're there, but you're not really deciding if you're there. It's deciding for you.

**44:45**  
David Olsson  
Right?

**44:45**  
David Olsson  
Like, you could just keep running on.

**44:47**  
David Olsson  
And on and on.

**44:48**  
David Olsson  
Okay, yeah, you made it. Okay, shut up. Okay, you're done.

**44:50**  
David Olsson  
Now somebody else can do it. It doesn't matter what kind of format they have.

**44:54**  
David Olsson  
Like, there's. I think it's just. I wrote a paper and it's basically suggesting, like, there's a bunch of things going on that are way more valuable than we think are going on. So if you invest in finding out what they are. So two things. One, you're setting up rules to make those meetings have more meaning by protocol. You're setting it up like, this is how. If we follow this, Matt, everybody will be on the same page. They still have to have, you know, attention.

**45:23**  
David Olsson  
And so that. That's a thing.

**45:25**  
David Olsson  
So the other side of it is, well, those rules aren't working for everybody. And so do two things.

**45:31**  
David Olsson  
You have the rules, like, we have the 30 minutes and then you have the period of, okay, there's breakout. Does that work?

**45:38**  
David Olsson  
Whatever it is there some way.

**45:40**  
David Olsson  
Of learning how the patterns of the people work?

**45:42**  
David Olsson  
Because I can tell you from my team, I know what all the towels are.

**45:49**  
David Olsson  
Right?

**45:50**  
David Olsson  
Like, okay, and your turn. So, and so those are things that are recognized. And I just think there's a. There's a really interesting opportunity to be.

**46:04**  
David Olsson  
Reflexive.

**46:06**  
David Olsson  
Without having to have the billion.

**46:07**  
David Olsson  
Dollar platform and the trillion dollars worth of sales, because that's what those guys have.

**46:15**  
David Olsson  
The way that a clue can work is they plug into trillions of dollars.

**46:18**  
David Olsson  
Worth of network data.

**46:21**  
David Olsson  
Right.

**46:21**  
David Olsson  
And then so they have. Without that, they have nothing. And. And that's how the whole of the Salesforce network works. What's really weird is like, Benioff's come out and he's made agents to eat away at. Not only. Well, eat away at his own ecosystem. I think it's working.

**46:44**  
David Olsson  
Just going to take it back into.

**46:45**  
David Olsson  
Like a reverse ipo.

**46:49**  
Graham Fawcett  
So just so I'm clear around the train of thought here, so do you want to leverage, like, basically the conversational context of all the transcripts of this meeting and design agents that basically empower people to have better meetings or empower us to have a better meeting moving forward?

**47:13**  
David Olsson  
I would suggest, like, it's per peer group that you could uncover that. But definitely because they're here in this room, we have that as a right to ourselves. I'm going to do with my own company as soon as I can figure.

**47:24**  
David Olsson  
Out how to get down the number of meetings reliably.

**47:29**  
David Olsson  
But yeah, it's just.

**47:30**  
Jason Kryski  
It's.

**47:31**  
David Olsson  
It's an inquiry. And so I put what. I put last week's meeting in the repo. I've failed twice at building the downloader.

**47:38**  
David Olsson  
So that it manages things properly, but.

**47:40**  
David Olsson  
I'll figure it out so that they're all in there. But it is an interesting thing to be able to say, what do I.

**47:47**  
David Olsson  
Want out of my next meeting more.

**47:50**  
Jason Kryski  
Than on the ground?

**47:56**  
David Olsson  
How about I know what I want out of my next meeting and has nothing to do with the agenda because that's usually where we are. The agenda is forcing us to work.

**48:14**  
David Olsson  
As a collaborative unit together. That's a theory, nothing more than that.

**48:19**  
David Olsson  
But it's an opportunity to figure out.

**48:21**  
David Olsson  
How to work together and then to have things.

**48:25**  
David Olsson  
I've switched my thinking to. To because I'm fairly capable and recognize there's a whole lot of projects that.

**48:32**  
David Olsson  
Are just really going to be good at being able to build serial. Serial agents to do a whole lot of different work to do it already.

**48:38**  
David Olsson  
It's about figuring out where in the.

**48:40**  
David Olsson  
Loop we want to do that, where.

**48:41**  
David Olsson  
We jam up these agents to shore.

**48:44**  
David Olsson  
Up that one hour that we spend together or whatever it is, you know.

**48:48**  
David Olsson  
So that I can actually be at.

**48:49**  
David Olsson  
The height of my cognitive abilities. Meaning I'm excited. I'm really excited.

**48:58**  
David Olsson  
If I'm calm and excited and I don't feel the pressure to do work.

**49:01**  
David Olsson  
Then there's going to be a great meeting. But that's. That's all just crud, you know, there's still work that has to be done. And so the practicalities of the to do list and then being able to go back in time and seeing the tracking on the to do lists and the amorphous nature in which you got to the end result and just say, like, let's not do that again.

**49:22**  
David Olsson  
That's the more practicalities I think that we'll get to. You know what? We've been saying that for every meeting and never done it. There's some things that we're writing about as a team. My company's writing about as a team.

**49:31**  
David Olsson  
Like, man, let's read that together.

**49:37**  
David Olsson  
Because shared wisdom maybe needs to be in a chorus.

**49:40**  
David Olsson  
You know.

**49:47**  
Graham Fawcett  
I was going to say, is it like a powerful thing that maybe these agents are taking context from a meeting and like giving people feedback? Say somebody does a presentation in a meeting like this, they done like Hannah done is his demo and the agent summarizing what it thought went well and then areas for improvement or something like that.

**50:11**  
David Olsson  
Yep.

**50:12**  
David Olsson  
And so having a structure at the front side allows for the agenda set up. And say, we need one agent to do this part.

**50:18**  
David Olsson  
Right.

**50:18**  
David Olsson  
He can have all these different frameworks to make all these perspectives happen. And then the other one can be.

**50:23**  
David Olsson  
Oh, what were the questions and answers?

**50:24**  
David Olsson  
Right.

**50:25**  
David Olsson  
So having a little bit of an agenda does help structure the other side. Making the rules happen for agents, because.

**50:31**  
David Olsson  
That'S what we're doing right now. Or, you know, so making up a bunch of rules saying, we want these kind of.

**50:36**  
David Olsson  
We're curious about this.

**50:38**  
David Olsson  
You know, that's the big part about this group is like, okay, but everybody's curious about. It's like, okay, so what's the curiosity and how does that change over time and how do you steer that?

**50:53**  
Hanif Janmohamed  
Yeah, I was gonna say I know somebody who's really brilliant note taker in the meetings. Like her notes are just, you know, and it's a particular talent. But I think it's also about gleaning insights that are there, but maybe not immediately. Yeah, because you know, you're dealing with this and that and that. But underneath there's another pattern that can get exposed.

**51:27**  
David Olsson  
Yeah, it's how you process.

**51:29**  
David Olsson  
And the fact that there's a lack of processing going on and there's more capabilities to process is where I look at things. And yeah, it started my mornings mostly with note taking because it is a different modality and does set things up differently. I didn't. It's not like I'm like, I'm gonna.

**51:45**  
David Olsson  
Do that it sounds like a great idea.

**51:47**  
David Olsson  
That's not how it happened. But now what I do have is at some point I recognized I was doing it. I have 3,000 pages of notes, very short period of time. So but that's like a thousand pages over the last year. So that's a good number. That shows like if I analyze them, which I now have good agents to.

**52:17**  
Jason Kryski  
Do.

**52:19**  
David Olsson  
I'll uncover some things about myself. And so that was a habit. Over time equals fracking on you.

**52:34**  
David Olsson  
So the stone over time, over place is an interesting one.

**52:37**  
David Olsson  
Right.

**52:37**  
David Olsson  
So over time is how we function.

**52:39**  
David Olsson  
Everything in life over place is not a really big one.

**52:46**  
Hanif Janmohamed  
Yeah, we tend to be stationary.

**52:53**  
David Olsson  
Well, that was an interesting way to.

**52:55**  
David Olsson  
To center the conversation today to have your, your pro.

**53:01**  
David Olsson  
Your project is so haha, well rounded. It doesn't have like a hey man, I'm working at cursor. It's this shitty thing going on in this.

**53:10**  
Hanif Janmohamed  
That's. Yeah, I think, yeah, I think in terms of like project development and next steps and that kind of, you know, traction, getting the fabrication sorted is kind of the next focus.

**53:26**  
David Olsson  
But.

**53:28**  
Hanif Janmohamed  
I think there's some cool opportunities with integrating AI, both in terms of the conversational element, you know, a relational AI. What does that mean? But also in terms of some of the things you're talking about the pattern finding AI underneath all of those conversations, like there's some pretty cool. I just, I'm doing another thing with Seth Godin's workshop on AI and one of the things he talks about is this, you know, product that is an AI that you know, connects this with that. No, that person's got a bug and this person needs a bug and you know.

**54:09**  
Jason Kryski  
Yeah.

**54:12**  
David Olsson  
They'Re great thought experiments.

**54:14**  
Hanif Janmohamed  
Yeah. And so I kind of very curious about that. But that's very emergent. It's an emergent property. So I'm curious about how, you know, this project kind of went to the back burner because, you know, we lost the fabrication facility and all of that. But I think the idea of integrating an AI agent, this agentic piece of conversational relational space brought it back to the forefront as possibility. And the idea of growing, grounding it, you know, it's a physical object, you need to be in conversation with somebody to connect the two, you know, etc. I think it created an interesting dynamic because you have personal meaning with this thing in a virtual context, which is hard to find meaning in.

**55:19**  
David Olsson  
All right, yeah, that's. So that the theory part of it is the interesting part that.

**55:29**  
David Olsson  
That. I think that will be the one where people will have all kinds of engagement and curiosity.

**55:34**  
David Olsson  
The mechanic underneath it, I think there's some.

**55:37**  
David Olsson  
Because of the conversation, especially that Folio has mentioned, I think there's some real curious things to get to. And one of them is the get past the collection notion. Yeah, they're super cool, but anything else from anybody.

**55:51**  
David Olsson  
I've got another meeting at 9 o'.

**55:53**  
David Olsson  
Clock and then another one. Meetings on meetings.

**55:59**  
Jason Kryski  
All the work you're doing, Dave.

**56:01**  
David Olsson  
All the work I'm doing. And it's just.

**56:03**  
David Olsson  
I don't know, it's not. It's.

**56:05**  
David Olsson  
It's catching momentum and people will get.

**56:07**  
David Olsson  
Back in the fall and things will be interesting.

**56:10**  
Jason Kryski  
But I mean, like, keeping the conversations going, having the meetings, you know, building the corpus. You know, it's all. It's strange that this dynamic where it changes, like meetings feel like most meetings that I attend are a giant waste of time because, like, the value of meetings is, in my view, to be able to make decisions that you can use to then change your outcomes. But a lot of time in meetings like you're kind of like just keeping information moving and you want to.

**56:47**  
David Olsson  
Is that.

**56:48**  
David Olsson  
Is that, though?

**56:48**  
Fulvio Ciano  
Because just out of curiosity, I don't mean to steer away, because we're about to wrap up. Like, the big thing I find is if I find that happening, the big thing that I do is I take the question that I won't leave the meeting without the answer to the meeting, if you know what I mean. Because I do see meetings sometimes as being like, if. If that becomes a habit, you know, like there's this information exchange without a result or a product or an output or more importantly, what you meant went into the meeting wanting to get out.

**57:16**  
David Olsson  
Right.

**57:17**  
Fulvio Ciano  
So, you know, too many meetings on the calendar where there isn't in the meeting description. We will decide this.

**57:25**  
David Olsson  
Yeah, right.

**57:25**  
Jason Kryski  
Well, I think. Let me be explicit. Like, I guess my meetings are different because I'm pretty clear on, like, what I want out of my meetings, but I attend a lot of other people's meetings and they kind of had like a standing meeting. Like maybe two departments have a meeting together or something, and they just. They just don't quite know what they want, but they're trying to talk into it. And it's usually like some information exchange and then maybe some brainstorming happens kind of naturally, but that's not like an objective. And so they try to jam things together and they don't know how to do it. So they just say, like, all These people in a room and like, maybe we'll figure it out. But then that thing gets.

**58:03**  
Jason Kryski  
It catches some sort of, I guess, momentum, and it just keeps staying in the calendar every week. And then it keeps happening. It keeps happening. It's happening, but it's not actually getting at the resolution or the outcome that they're trying to achieve. And so I kind of find it fascinating that people use meetings as a means to try and get movement on something, but if it's not well structured in terms of what they're trying to actually achieve, then it just ends up sucking up air. Yeah, but the whole thing is like, you could operate with like a handful of meetings very effectively and that could be the entire job if you had that design appropriate.

**58:42**  
David Olsson  
If you, if you have that in mind.

**58:43**  
David Olsson  
I'm reminded of a guy I met.

**58:44**  
David Olsson  
In Squamish who works in a company that has 200,000 people now, and he works in cross functional companies.

**58:52**  
David Olsson  
He has the story of somebody starting wanting a report at some point in time and collected all the information across.

**58:58**  
David Olsson  
Two departments to build this report because he wanted to see some stuff.

**59:02**  
David Olsson  
And 20 years or some great number of years after this person left, they keep building this report because they're not.

**59:08**  
David Olsson  
Sure who works with it and what value it has. And to stop it actually takes effort.

**59:14**  
David Olsson  
Because the organization is large enough, they have a process for that. So it's like Brazil, the movie, which I guess is 40 years older. Yeah, it's pretty old now, but I thought that's like the nth degree of.

**59:27**  
David Olsson  
What you're talking about.

**59:28**  
David Olsson  
But I was just like, I was.

**59:29**  
David Olsson  
Out in Squamish and this guy was telling me about, yeah, when I joined it was 10, 000 people. I'm like, what? You joined? It was 10,000. And he goes, now it's 200,000 people.

**59:39**  
Hanif Janmohamed  
That's crazy.

**59:41**  
David Olsson  
So you imagine them at meetings, nothing big meetings there. Anyways, these meetings are a joy and.

**59:48**  
David Olsson  
Thank you all and enjoy the rest of the week.

**59:52**  
David Olsson  
Okay, I'll see you soon enough.

**59:54**  
Fulvio Ciano  
Cheers.

**59:55**  
David Olsson  
Thanks.

**59:56**  
David Olsson  
All.

**01:00:10**  
David Olsson  
Right.